

Constructing surveys

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Agenda

- To survey or not survey?
- Question types
- Common problems
- Good practice in survey design
- Methods of dissemination
- Increasing response rates

Why surveys?

Advantages

- Large reach
- Low cost
- Anonymous
- Information can be standardised
- Collects qualitative and quantitative data
- Consistency in questioning

Disadvantages

- No room for expansion
- Limited number of questions
- Not always appropriate
- Comparatively low response rates
- Potential survey fatigue

Asking questions

In person – interviewer(s) deliver series of questions

Flexible, can explore answers, interviewer able to clarify questions

Labour intensive, can lose detail in transcription, potential bias

Self-administered – respondents answer questions remotely

Cheap to administer, can reach a wide audience

Lower response rates, not always accessible, potential for confusion

Group administration – respondents answer questions together

Cheap to administer, higher response rates

Group-think, people may only give you the answers they think you want

Question types

Closed – choice of pre-selected options

Easy to administer, simple to analyse, produces comparable responses

Gathers limited information, design errors, constrains responses

Open – respondents generate own answers

Respondents can answers in own terms, limited researcher bias

Complex analysis, greater effort needed from respondents

Question types

Demographic

Identifies the characteristics of a respondent

e.g. Please select the category below which best represents your user group:

☐ Student

☐ Staff

☐ Researcher

☐ Academic

☐ Other

Question types

Ranked response

Measures preferences between alternatives

e.g. Rank your preference for training formats among the following options:

- | | |
|-------------------------|------------|
| 1. Lecture | 4. Webinar |
| 2. Interactive workshop | 5. Other |
| 3. Online course | |

Question types

Multiple choice (select one)

Selects from a list of common options

e.g. How did you hear about this training session?

- ☐ Email
- ☐ Twitter
- ☐ Newsletter

- ☐ Word of mouth
- ☐ Other

Question types

Multiple choice (select all that apply)

Selects from a list of common options where one choice is too limiting

e.g. Which of the following topics would you be interested in learning about?

☐ Open Access

☐ Data management

☐ Copyright

☐ Publishing

☐ Other

Question types

Likert scale

Identifies feelings on a topic

e.g. Please indicate your level of agreement with the following statement...

1

2

3

4

5

Strongly agree

Strongly disagree

No introduction

Cafeteria questionnaire

How old are you?

- ☐ Under 25 years
- ☐ 26 – 30 years
- ☐ 31 – 40 years
- ☐ 41 – 50 years
- ☐ Over 51 years

Intrusive?

Double barrelled

How happy are you with the service you receive in the cafeteria and the menu choices on offer?

Assumptions

How often do you buy your lunch in the cafeteria?

- ☐ Every 1 – 2 days
- ☐ Every 2 – 3 days
- ☐ Every 3 – 4 days
- ☐ Every 4 – 5 days

Misleading options

Do you agree that cafeteria staff should get a pay rise?

- ☐ Agree
- ☐ Disagree

Leading

Vague choices

How often do you recommend the cafeteria to a colleague?

- ☐ Never
- ☐ Rarely
- ☐ Frequently
- ☐ Sometimes

Binary options

Does the fact that the cafeteria meets Recognised Safety Standard B influence your decision to eat there?

- ☐ Yes
- ☐ No

Jargon

Intrusive

How much do you earn?

No standardisation

Common problems

- Lack of introduction
- Unnecessary demographic information
- Double-barrelled questions
- Assumptions
- Misleading options
- Leading questions
- Jargon
- Binary options
- Lack of standardisation

Good practice

- Introduction and contact information
- Only *require* responses when you really need them
- Keep questions focused and on topic
- Only collect information you need

Ethics

- Do you need approval – and where do you get it?
- Include a link to more information
- GDPR
- How can respondents withdraw?
- Ethical storage of information

Pilot testing

- Dress rehearsal for the survey proper
- Overcome problems with questions, flow and terminology
- Can be formative or summative
- Design → test → refine → test → administer

Survey structure

Title

Make it obvious and keep it short

Version number

Avoids sending the wrong version

Brief introduction

Aims of the project, who the researcher is and how information will be used

Survey structure

Question numbers

Number questions for easy analysis

Contact information

Institutional addresses add legitimacy

Thanks for participation

If appropriate, ask for future permission to contact

Group activity



Collection methods

Formal/traditional

- SurveyMonkey
- Qualtrics
- Google Forms
- Responster

Informal/new

- Mentimeter
- Answer Garden
- Kahoot
- Slido
- Poll Anywhere

1. How old are you?

- ☐ Under 25 years
- ☐ 26 - 30 years
- ☐ 31 - 40 years
- ☐ 41 - 50 years
- ☐ Over 51 years

2. How happy are you with the service you receive in the cafeteria and the menu choices on offer?

Cafeteria questionnaire

How old are you?

- ☐ Under 25 years
- ☐ 26 - 30 years
- ☐ 31 - 40 years
- ☐ 41 - 50 years



100%

How old are you?

- ☐ Under 25 years
- ☐ 26 - 30 years
- ☐ 31 - 40 years
- ☐ 41 - 50 years
- ☐ Over 50 years

How happy are you with the service you receive in the cafeteria and the menu choices on offer?

How often do you buy your lunch in the cafeteria?

Kahoot!

Cafeteria questionnaire



Player vs Player
1:1 Devices

Classic



Team vs Team
Shared Devices

Team mode

1. How old are you?

Response recorded

0 Under 25 years

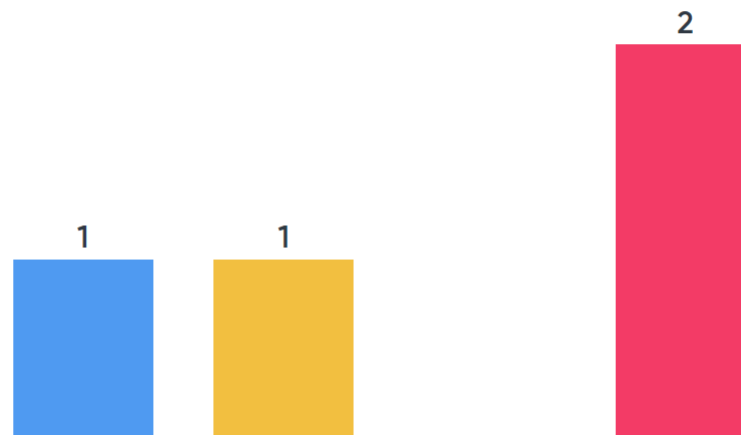
0 26 - 30 years

1 31 - 40 years

0 41 - 50 years

0 Over 51 years

How old are you?



AnswerGarden is

20 characters remaining

Submit

an answer place

answerGarden

an old man

pretty house

mooi what is the weather

london here hard

what is your name? 658708

fab cool!

cool!

work

pretty cool family

powerful hey yay fish

green a brainstorming site

Jesus

fab cool!

cool!

tool something new

idk brilliant

education unique

yo food

challenging

engaging

no innovative

eat

no innovative

creative

hoi

teacher future teacher

collaborative

collaboration

collaborative

wow

an app

collaboration

terrible

interesting

cool

cool

great

useful

helpful

very cool

a mystery

visual

hello

1 good

confusing

new to me

easy

mysterious

something testing

funny

sweet

simple

easy to use

educational

terrific

 perfect | inspiring |

Response rates

- Good opening statement
- Robust design
- Method of collection
- Incentives
- Reminders
- Aim for your target population
- Turn respondents into stakeholders



Questions?

Tips and tricks

- Pilot test, pilot test, pilot test
- Each question should earn its place
- Think of the survey as one document
- Consider different ways of asking questions
- Include separate ethical information



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